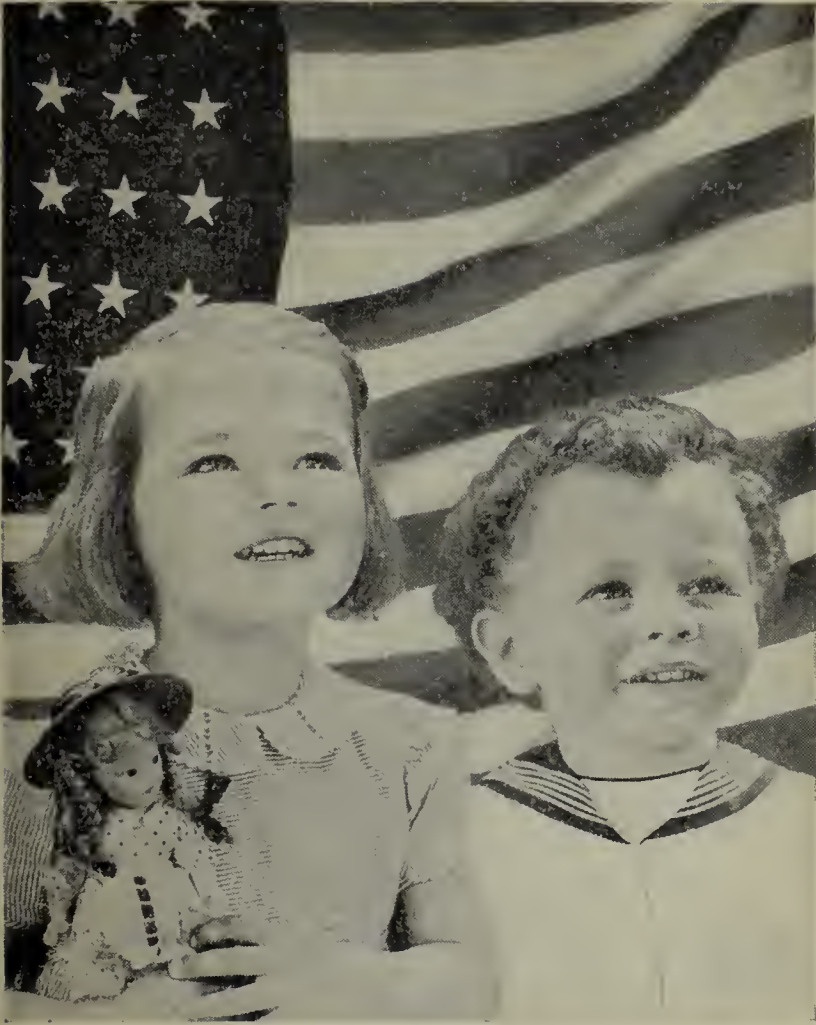


1995



Looking Up!

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Thirty-first Annual Report
of the
National Society for the Prevention of Blindness

1945

National Society for the
Prevention of Blindness, Inc.
1790 Broadway, New York 19, N. Y.

Looking Up!

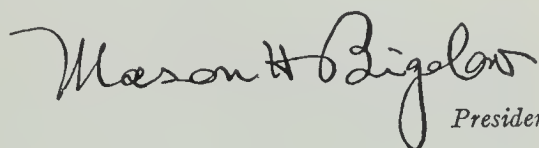
THE year 1945 marks a transition from activities dominated by war to those inspired by peace. In common with the nation as a whole, the National Society for the Prevention of Blindness is looking up from its preoccupation with war problems to visions of a better world.

The end of the war offers an exceptional opportunity for revaluation of the Society's program. Availing itself of this opportunity, the National Society is undertaking, as a major current project, a searching analysis of the problem of preventing blindness and of the methods best adapted to deal with it. In a world characterized by changes, rapid as never before, in scientific, industrial, political and social aspects, it is especially important to be alert to new opportunities and to be ready to revise our methods, having regard to new objectives and new techniques. To systematize the study of these problems, a committee has been organized under the expert chairmanship of Dr. Ira V. Hiscock. This committee is making a study of the Society's current activities and aims, and a comprehensive survey of the fields in which it can most effectively operate. Its advice will be most helpful in designing the Society's program for the future.

As to the achievements of the past year, the Society has, under the handicap of depleted personnel, restricted travel and other war-time conditions, continued its program covering the industrial, medical, social, educational and nursing aspects of sight conservation. It takes pride in its accomplishments and is gratified

by the growing public attention to eye health, to which we believe its efforts have made an important contribution.

In carrying on its program the Society has had the valued assistance of numerous workers in related fields and of volunteers who served on special projects or on advisory committees. The Society acknowledges its indebtedness to them, and its gratitude to the many members and donors whose generous support has made its work possible. The increase in number of members and donors from 30,000 to 37,650 in the past year is welcome evidence of their confidence in the Society's program, a brief description of which is presented in this report.


President

Looking Up the Record for 1945

CONTINUING its program of public education through the conducting of courses, publishing of material, correspondence, conference, and through the media of radio, press and films, the Society concentrated its efforts during 1945 on its industrial, medical, nursing and educational projects. The following items are a few which indicate some of the highlights.



Eyes in Industry

War Production Board Project Completed.—The War Production Board's drive to speed up production through improvement of visual conditions in the war industries, in which the Society was a co-operating agency, was completed through contract with the War Production Board in October, 1945. A total of 25,000 war plants was reached by this program. About 2,500, or ten per cent, of that number asked for eye health educational material, and 293 plants, numbering almost 801,000 workers, made self-appraisals of their working conditions and submitted their analyses. A complete report of this thirteen-month project has been assembled for the Federal office and will be made available in condensed form. With the discontinuance of the War Production Board, final completion of the report was taken over by the Society, and the United States Public Health Service, through its Industrial Hygiene Division, has gone on record as wishing to take over the future conduct of this service with the Society's co-operation.

Conference on Industrial Ophthalmology at Columbia University.—With the enthusiastic endorsement of the United States Public Health Service and the War Production Board, a co-operative project was undertaken by the College of Physicians and Surgeons of Columbia University and the Society. Representatives of the departments of ophthalmology from the medical schools of the nation were invited to come together to consider what steps might be taken, especially by the medical schools, to provide ophthalmologists trained in the industrial aspects of ophthalmology. Seventy ophthalmologists and other professional educators, representing the leading medical schools in the United

States, participated in the conference. The topics covered every aspect of eyesight in industry including lighting, color vision, job analysis, safety, visual screening, use of color in industry and first aid. Full proceedings of the conference will be published by Columbia University Press.

It is expected that this program will stimulate interested groups in regional conferences, and that more satisfactory graduate instruction in industrial ophthalmology in the medical schools throughout the country may result. Already several have expressed their intention of broadening their courses in this subject.



The Society Participates in Pan-American Congress of Ophthalmology

A major step in establishing good will and working relationships in the field of prevention of blindness was achieved by the attendance of the Society's Executive Director at the Second Biennial Pan-American Congress of Ophthalmology, held in Montevideo, Uruguay, November 26 to December 1, during which she was invited to preside at the Congress meeting on prevention of blindness. Opportunity was afforded for conferring with interested groups in Uruguay, Brazil, Argentina, Chile and Peru, on stop-over visits during the trip.

In conjunction with the Society's participation in the Congress, a special exhibit in Spanish was prepared to be presented at the Scientific, Industrial and Social Work Exposition held under the auspices of the Congress. The Society's exhibit presented in five large paintings the following aspects of The Doctor's Job in Preventing Blindness: (1) Drops at Birth Save Babies' Eyes; (2) Pre-School Eye Care; (3) Help Establish Sight-Saving Classes; (4) Eye Health and Safety in Industry; and (5) Periodic Check-Up Past Mid-Life. In addition a smaller table exhibit was prepared on the use of traveling eye clinics for rural patients. These units have been presented to the Pan-American Congress of Ophthalmology. Plans were made that, following the meetings, the units would be circulated throughout the Latin American countries at national medical, social work, and educational meetings.

Added occasion for the Society's participation in this field arises through the membership of its Editor on the permanent

Committee of Publicity and Propaganda of the Pan-American Congress of Ophthalmology. This membership comprises the editors of North American and Latin American ophthalmologic journals.



Glaucoma

The Society's Committee on Glaucoma was continued under the chairmanship of Dr. Willis S. Knighton, following the death of Dr. Mark J. Schoenberg, who had served long and faithfully in this capacity. With the guidance of the Committee, the direction of the demonstration glaucoma clinic, Manhattan Eye, Ear and Throat Hospital, New York City, was assumed by Dr. Ferdinand L. P. Koch. Following its usual policy in regard to its demonstrations once they become established, the Society has relinquished a part of the financial responsibility which was taken over by the Hospital during the past year. The clinic has indeed proved to be a demonstration center, having had visitors from several foreign countries as well as from many parts of the United States, who carried back with them definite ideas regarding the practicability of this kind of glaucoma clinic. In Pittsburgh, a similar clinic was established as a result of the opportunity for observation at the demonstration glaucoma clinic.

Stimulated by the Society's program, a state-wide conference on glaucoma was called by the Pennsylvania Council for the Blind. The Society took part in this conference, and papers presented by staff members were published and used by state planning groups in their local campaigns to reduce the amount of blindness from glaucoma.



The Partially Seeing Child

Summer courses for the preparation of teachers and supervisors of classes for the partially seeing were offered by two universities in the past year: Teachers College, Columbia University,

New York, New York, and Wayne University, Detroit, Michigan. The University of Oregon, Portland, Oregon, and the University of Wisconsin, Madison, Wisconsin, offered short courses for regular grade teachers, especially those in small communities and rural areas not having special classes for the partially seeing; and the Indiana State Teachers College included in its summer workshop lectures and materials to acquaint teachers with the principles underlying the education of partially seeing children. In all these educational ventures the Society was represented either by staff participation or by the provision of material.

It is gratifying to report that *The Health and Education of the Partially Seeing Child*, by Winifred Hathaway, published by Columbia University Press, has gone through two editions and a revision is under consideration for 1946.



Medical Social Service in Eye Work

The dearth of personnel occasioned by the war manpower shortage has been a deterrent in the development of medical social services in eye work, and need was felt for stimulating renewed interest in this field. For that purpose the Society, upon the advice of its Medical Social Service Advisory Committee, issued a special bulletin for medical social workers, urging their entrance into the field of eye work. Plans are also under way for the development of eye material to be used in the usual medical social service courses, through the co-operation of a leading school of social work.

One of the aspects of sight conservation which will require the services of specially trained medical social workers in eye work is the eye health program for disabled veterans. During the past year, plans were developed for working with the Social Service Department of the Veterans Administration in handling eye problems of disabled veterans whose handicap was incurred during military service. This project is to be used as a demonstration which may be applied nationally.



Vocational Rehabilitation of the Partially Sighted

The Society was given opportunity to work out preliminary plans for a co-operative relationship with the Federal Office of Vocational Rehabilitation, in the provision of more satisfactory services for the partially sighted, so that a larger percentage might be able to receive guidance, counseling, training and jobs.



Some Facts in Brief

Study on Causes of Blindness.—The Society, in co-operation with the American Foundation for the Blind, continues its assembling, checking and compiling of eye records of children in schools for the blind, and the preparation of an annual report on causes of blindness. The study of the records for the year 1943–44 has been completed and is scheduled for publication early in 1946.

Annual Meeting.—Dr. Frederick W. Maroney, Dean of Brooklyn College, was the principal speaker at the Annual Meeting, held on December 11. The subject of his talk was "Health Education: The Importance of Eye Health and Efficiency in the Education Program."

1945 Leslie Dana Award.—Dr. William Zentmayer was the recipient of the Leslie Dana Gold Medal for 1945 in recognition of his long and arduous services in the cause of prevention of blindness. Each year the insignia on this medal is designed to personify the recipient and, in keeping with this custom, Dr. Zentmayer's medal read: "*Humaniorum studiosus Hominis visum conservat*"—"In his zeal for human culture, he devotes his energy to the conservation of man's vision."

Institutes on Vision Conservation for Nurses.—A three-week institute on vision conservation was held on the Los Angeles campus of the University of California during the summer of 1945. Under the direction of the Society's representative, this institute was given as a part of the University's summer session and was attended by public health nurses, industrial nurses and teachers interested in this special field.

In addition, the Society collaborated in holding an institute for industrial and general public health nurses in Spokane, Washington, and an eye institute in Eugene, Oregon, as well as in the course in advanced principles of nursing at the University of Oregon Medical School in Portland, Oregon.

Publications, Films and Radio.—Four issues and an additional supplement of *The Sight-Saving Review* and three issues of *Eye Health and Safety News*, and approximately thirty-five new publications and numerous reorders were issued during the year to meet the demand for printed matter.

Interest in the Society's film with sound, "Eyes for Tomorrow," continued to be manifested through inquiries and orders. Twenty-one prints were sold during the year, making a total of 60 prints distributed throughout the United States and other countries since release of the film in the Spring of 1944. The talking slide film, "The Eyes Have It," continued in demand during the past year. One hundred twenty-one copies were sold, making a total to date of 1060 prints distributed since its inauguration in the Society's program several years ago.

Two fifteen-minute radio programs were in preparation for release early in 1946. One is a dramatization on the subject of glaucoma; the other is an interview with Mr. Mason H. Bigelow, the Society's President, by Waldemar Kaempffert, Science Editor of *The New York Times*. The interview covers the various aspects of sight conservation which touch on the Society's work.

Staff Changes.—The Society accepted with regret the resignations of Miss Eleanor W. Mumford, R.N., associate for nursing activities, who accepted a teaching post at Teachers College, Columbia University; and of David Resnick, director of public relations, who resigned to become director of public relations in Europe of the American Joint Distribution Committee.

In Memoriam, 1945

MRS. WINIFRED HOLT MATHER, a founder and Honorary Vice-President

DR. ELLICE M. ALGER, a founder and member of the Board of Directors

DR. MARK J. SCHOENBERG, chairman of the Committee on Glaucoma

MR. HARRY GUILBERT, member of the Industrial Advisory Committee

Summary of Finances

EXPENSES DURING 1945		
Office Maintenance	\$24,524.62	
Salaries	88,970.27	
Field Service	5,395.55	
Publications and Exhibits	17,691.88	
Distribution Costs	15,783.27	
Meetings and Courses	1,175.46	
Cooperative Projects	4,703.01	
Annuities and Insurance	8,198.73	
Vision Testing Charts	1,204.48	
Films	859.13	
Audit Fee	350.00	\$168,856.40
INCOME DURING 1945—Operating Account		
Donations		
New	\$20,646.59	
Renewal	123,196.69	
Memberships		
New	986.50	
Renewal	19,784.27	\$164,614.05
Income, Endowment and Reserve Funds	20,039.94	
Income, Wendel Foundation	4,792.48	
Income, Trust Funds (not administered by the Society)	12,218.31	
Sale of Publications, <i>Sight-Saving Review</i> Subscriptions, Films, Honoraria, Vision Testing Charts	9,126.38	
Royalties from Columbia University Press	1,093.79	
	\$211,884.95	
Transferred to Reserve Fund	43,028.55	\$168,856.40
Total Resources at December 31, 1944		\$512,517.08
Income in excess of expenses, 1945	\$43,028.55	
Legacies and other receipts (including distribution of principal of Wendel Foundation of \$118,240.89), net, received in 1945 and placed in Reserve, Endowment, and Special and Designated Funds	142,703.97	
Net Profit from Redemption of Securities	1,347.94	187,080.46
Total Resources at December 31, 1945		\$699,597.54*

* This includes mortgages, securities and real estate at book value. It does not include the following: Trust Funds not administered by the Society, aggregating \$70,000.00; 1/40th share in the unliquidated properties of the Wendel Foundation, and the Society's share in estates in course of administration.

The foregoing statement is based on the report of Barrow, Wade, Guthrie and Company, by whom the accounts of the Society were audited. A copy of the report will be sent to anyone requesting it.

The Executive Director is required by the Board of Directors to submit a detailed statement of proposed expenditures and to account for all sums spent in accordance with budget appropriations. Vouchers are on file for every expenditure.

The Society's main service, including preparation and distribution of material, such as vision testing charts, films, and publications, is rendered through the work of an executive staff. This staff is composed of professional personnel qualified to deal with a wide range of scientific and technical facts and procedures, and competent to work with other agencies and individuals through which the movement for sight conservation may be furthered. Secretarial and clerical assistants comprise the remainder of the office force. During 1945, the number on the monthly payroll averaged 35 persons. Officers and directors receive no salaries, with the exception of the Secretary, who is employed as a permanent member of the Society's staff.

The total of \$164,614.05 received in annual contributions represents 31,693 gifts from approximately 29,000 persons, and indicates a growing interest on the part of the public.

Net receipts from legacies and additions to designated funds in 1945 were \$142,703.97, including distribution of principal of Wendel Foundation amounting to \$118,240.89.

Form of Bequest

I give and bequeath to the National Society for the Prevention of Blindness, Inc., a corporation created under the laws of the State of New York, the sum of.....
.....Dollars
for its corporate purposes.

National Society for the Prevention of Blindness, Inc.

1790 Broadway, New York 19, N. Y.

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Russell Tyson, *Vice-President* George C. Clark, *Treasurer*

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	William Ziegler, Jr.

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MEDICAL SOCIAL SERVICE, Edith M. Baker, *Chairman*
NURSING
PLAN AND SCOPE, Ira V. Hiscock, Sc.D., *Chairman*
SEVERE VISUAL HANDICAPS IN CHILDREN
STATISTICS OF THE BLIND, Ralph G. Hurlin, *Chairman*
VISUAL SCREENING PROGRAMS, Katherine Bain, M.D., *Chairman*

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